

From the Viktor Stuzzi Radiotechnische Fabrik in Wein, Austria

THE **NEW** IMPROVED

XJE IV ELECTRONIC MEMORY CELL

FIRST WITH BUILT-IN MICROPHONE-SPEAKER
NOW WITH INCREASED VOLUME & EFFICIENCY

Most Versatile — Most Company With True Fidelity & Play-Back

1-Hour Recording • Fully Transistorized • Battery Operated

MEMOCORD

A MINIATURE ELECTRONIC MEMOPAD STORES YOUR THOUGHTS, IDEAS, REPORTS AND MEMOS . . . REPEATS THEM ON DEMAND! INDISPENSABLE FOR THE MAN ON THE GO!

MEMOCORD IS EASIER THAN WRITING, and much faster. A "must" for the Executive, Salesman, Doctor, Lawyer, Reporter, etc. **MEMOCORD** "The Talking Note Pad" is instantly ready to record anywhere—anytime. Speak . . . or whisper confidently anything that's on your mind.

MEMOCORD REMEMBERS FOR YOU . . . IT NEVER FORGETS. Relieve your memory of important details often forgotten. Improve your ability to concentrate!

MEMOCORD IS SIMPLE TO OPERATE. Only two pushbuttons—red to record, white to listen.

MEMOCORD HAS ADJUSTABLE SPEED CONTROL FOR PLAY-BACK!

MEMOCORD RECORDS MAGNETICALLY ON TAPE. Erase and reuse indefinitely. Tape is numerically imprinted for indexing. **MEMOCORD IS A MINIATURIZED RECORDER.** Only $1\frac{1}{2} \times 3\frac{1}{8} \times 4\frac{1}{2}$ inches. Slightly larger than a cigarette pack. So light, only **11½ OUNCES** complete with standard batteries and tape.

MEMOCORD HAS OPTIONAL ACCESSORIES. For example, a tiny pin microphone that's easily concealed. Excellent for recording conferences and interviews. Provides sensitive pick-up range to 25 feet or more. Other accessories include foot pedal, earset, external loudspeaker, telephone adapter.

MEMOCORD IS STURDILY CRAFTED—ENGINEERED BY EXPERTS. Encased in handsome black, grey and silver high impact polystyrene. A West European product by a manufacturer of quality tape recorders, protected by U.S. Patent No. D-196-514.



11½ OZ.
NO EXTERNAL WIRES

NOW ONLY
\$79⁹⁵

FORMERLY SOLD
FOR \$99.95

NEW DELUXE **XJE IV** — U.S. PATENT D-196,514 — ACTUAL SIZE $1\frac{1}{2} \times 3\frac{1}{8} \times 4\frac{1}{2}$ IN.

**15-DAY
FREE TRIAL**

Send No Money!

RECEIVE BRAND NEW
"EXECUTIVE DEMONSTRATOR"
BY MAIL

(NO REPRESENTATIVE WILL CALL)

**UNCONDITIONALLY
GUARANTEED!**

Does twice as much at half the price

BUSINESS REPLY MAIL

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35 Ninth Avenue DEPT. LP

New York, N. Y. 10014

FIRST CLASS

Permit No. 30473

New York, N. Y.

BUSINESS AND PROFESSIONAL MEN PRAISE IT! LEADING FIRMS USE IT!



INDISPENSABLE

In your office MEMOCORD provides you with an infallible memory. Slip it unobtrusively into your pocket, hold it in your hand, place it on your desk. Whether you are attending a meeting or a business luncheon, you can always count on a complete true fidelity transcript of every word spoken. MEMOCORD will help reduce your long distance phone bills too. By "remembering," all of the details for you. MEMOCORD shortens toll calls; eliminates second calls for confirmation and the delays implicit in taking data in written form; lets you concentrate fully on the problem at hand.

In the field Engineers, consultants, sales executives, doctors, lawyers, educators, students, coaches, reporters—all save precious time and money for themselves and their firms with MEMOCORD. Self powered, uniquely compact, fuss-free MEMOCORD eliminates the time consuming drudgery of hand written reports and memoranda . . . puts an end to on-the-road expenses for public stenography . . . insures that each field interview is covered accurately, fully, immediately.

Wherever you are Whether you are in the stock room taking inventory . . . in an airplane collating data from special source material . . . in the plant hearing reactions . . . in your car formulating a diagnosis or an argument . . . you will find MEMOCORD is the ideal short cut to efficiency. MEMOCORD is easier than writing, more accurate and so much faster!

MEMOCORD IS EVERYBODY'S PORTABLE

Via an accessory patch-cord (included), material can be recorded from transcription on all major makes of dictating machines.

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NORFOLK-HILL, LTD. (Formerly Womrath's-Lexington)
35 Ninth Ave., New York, N. Y. 10014

15-DAY FREE TRIAL No-Risk Executive Demonstration Certificate

MEMOCORD sent FREE for 15 days use and inspection

Ship immediately MEMOCORD unit(s) for 15-day Free Trial. If not delighted, (Write how many)

we'll simply return the unit(s). In which case we'll owe nothing, pay nothing. Otherwise we pay your bill @ \$79.95 (plus shpg-handlg.) without delay. Memocord outfit includes tape, reels, batteries, instructions and guide . . . and if our order is received within 10 days, we also receive the \$10.00 shockproof carrying case.

☐ CHECK HERE FOR FREE DELIVERY, FREE EXTRAS, FASTER HANDLING

If you enclose payment now, saving us time and bookkeeping costs, we pay all regular shipping, handling and insurance costs. YOU get faster delivery. Also for prompt payment-with-order, you receive FREE, 3-year Warranty & Service Policy . . . PLUS THESE FREE EXTRAS: \$10.00 Combination pick-up speaker unit; \$2.00 miniature private monitoring device. 15-DAY TRIAL with immediate refund if not satisfied.

CHARGE DINERS CLUB ACCT. # _____ AM. EXPRESS ACCT. # _____

PLAYBOY KEY# _____ SIGNATURE _____

NAME: _____ ☐ BUSINESS ☐ INDIVIDUAL

ADDRESS: _____ ☐ BUSINESS ☐ INDIVIDUAL

CITY: _____ STATE _____ ZIP _____

☐ CHECK HERE if you wish to pay extra for AIR SHIPMENT

ADDITIONAL ACCESSORIES WANTED _____

AMOUNT ENCLOSED \$ _____

A B C D E F G H

REVOLUTIONARY

MEMOCORD weighs less than 11½ ozs., the world's lightest executive recorder.

MEMOCORD measures only 1½x3¼x4½ inches, the world's smallest executive recorder.

MEMOCORD will record up to one full hour on a single reel of tape.

MEMOCORD is completely self-contained (as shown) with built-in high quality microphone/speaker plus power supply consisting of 2 standard batteries.

MEMOCORD is completely transistorized for perfect audio quality, and trouble-free operation.

MEMOCORD is simple to operate. Only two push-buttons—red to record, White to listen.

MEMOCORD needs no external power source; uses no external wires.

MEMOCORD records magnetically on tape. Erase and reuse indefinitely. Tape is indexed, eliminates need for separate indexing.

MEMOCORD TAPES are recorded in true voice fidelity, can be air mailed in standard No. 6 envelope.

MEMOCORD has built-in speed control for best listening comfort.

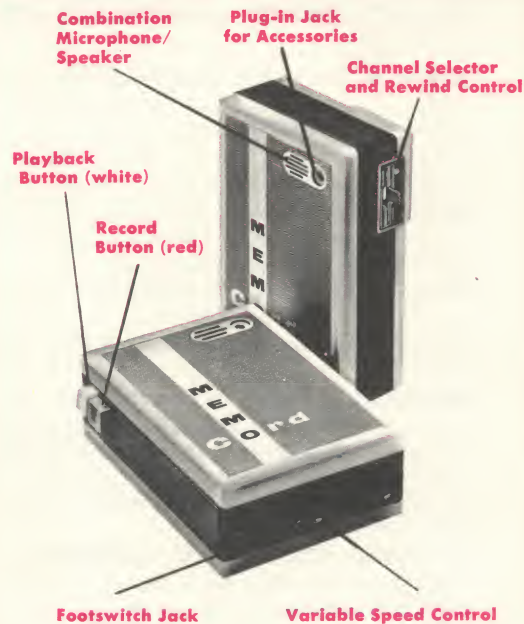
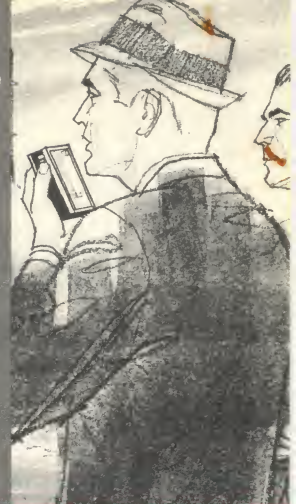
MEMOCORD is built to take it, inside and out—Case is handsomely styled in black and silver high impact polystyrene.

MEMOCORD is designed for America's man-on-the-go and produced by West European craftsmen. MEMOCORD is sold and serviced through its own National dealer organization. MEMOCORD'S operation is fully guaranteed and a special warranty accompanies every instrument.

MEMOCORD'S price is absolutely without rival — less than half the cost of other portable executive recorders.

Don't Confuse XJE IV with 'Hobby Portables' and Toy-Type Tape Recorders...

such squawkbox gadgets may be fine amusement for your youngsters (until they break down) but they can't possibly meet *your* demands for fidelity and durable service. They have as much similarity to the MEMOCORD XJE IV as a \$3.98 box camera has to a Minox or a Leica!



New Deluxe XJE IV - U.S. Patent No. D-196-514

Warranty

MEMOCORD is guaranteed to be free from defects in material and workmanship. Memocord Corporation agrees to remedy any such defect which may become evident under normal and proper use within 90 days from date of sale (registration of serial number).

MEMOCORD'S 3-YEAR service policy further assures, that any instrument — be it within the 90 days warranty period or thereafter — will be repaired within 10 days and returned to the owner — or another instrument will be sent in its place.

OPTIONAL ACCESSORIES

Memocord is completely self-contained! It does *not* require the use of any of these optional accessories. However, for extra convenience and special use you may wish to consider these attachments:

- ☐ #423 Telephone Adapter(s)@ \$9.00
- ☐ #424 Dual Earphone(s)@ 15.00
- ☐ #426 Foot Control(s)@ 10.00
- ☐ #427 Tiny Secret Microphone(s)@ 20.00
- ☐ #429 Patch Cord(s)@ 1.50
- ☐ #430 Tape(s)@ 3.50
- ☐ #331 Shockproof carrying case.....@ 10.00
- ☐ #332 Conference Unit(s)@ 10.00
- ☐ #340 Private listening device(s)@ 2.00
- ☐ #345 Service Policy@ 6.00

IMPORTANT NOTE: Above accessories sent on same 15-day Free Trial as Memocord—BUT PAYMENT COVERING THEIR COST MUST ACCOMPANY ORDER. Immediate Refund Guaranteed, If Not Satisfied.

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